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TITLE: Method for forecasting goods and service demand

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PATENT-ASSIGNEE: KOREA TELECOM[KOTEN]

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PATENT-FAMILY:

PUB-NO	PUB-DATE	LANGUAGE
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KR-2001045776	June 5, 2001	N/A
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APPLICATION-DATA:

PUB-NO	APPL-DESCRIPTOR	APPL-NO
APPL-DATE		
KR2001045776A	N/A	1999KR-0049218
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INT-CL_(IPC): G06F017/60

ABSTRACTED-PUB-NO: KR2001045776A

BASIC-ABSTRACT: NOVELTY - A method for forecasting goods and service demand using modified diffusion model and currency demand model is provided to forecast subscription and currency demand.

DETAILED DESCRIPTION - A relation between goods or services is established and goods or services is classified by type(401). An attribution and level of each services is decided for conjoint analysis(402). A service supply scenario per each enterprises is prepared to estimate a function of distribution network level and a function of service recognition degree(403). A consumer buying intent rate is estimated by performing simulation according

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to estimation of
consumer buying intent rate to estimate market volume per
each service
types(404). If the consumer buying intent rate is
reliable, market share per
each enterprises is estimated by surveying degree of
customer satisfaction per
each enterprises(405,406). Subscription and currency
demand per each
enterprises and market sales amount are estimated
successively(407,408).

CHOSEN-DRAWING: Dwg.1/10

TITLE-TERMS:
METHOD FORECAST GOODS SERVICE DEMAND

DERWENT-CLASS: T01

EPI-CODES: T01-J05A;